

This diploma thesis Protection of Olympic Symbols in Relation to the Media shows how the Czech Olympic Committee monitors the use of Olympic Symbols and how the law that protects Olympic symbols is approached by the Czech media. The main goal of this diploma thesis is to bring a professional insight into this issue, to summarize the legal norms and other accompanying rules of the International Olympic Committee and Czech Olympic Committee and to show specific examples of violations by the Czech media in informing about the Olympic Games. The diploma thesis also uncovers why specific errors in the media occur, how media deal with the protection of the Olympic symbols in the media, and how media ensure the abidance of the law within the internal structures. An integral part of this thesis is a general summary of all the rules, examples of the errors and a summary of both the media and the Czech Olympic Committee perspectives on the issue.